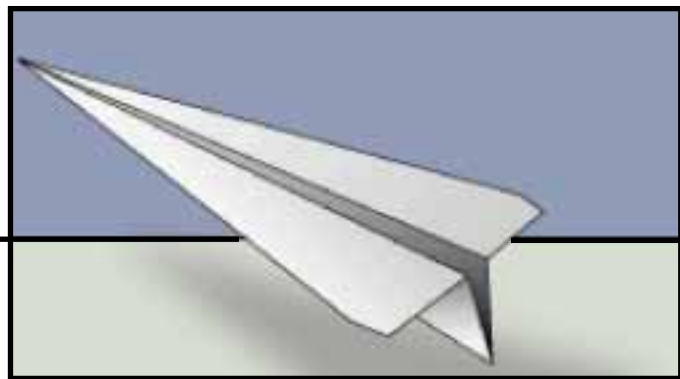


National Engineers Week 2003: New Talent and Fresh Faces



As a nation, we are facing a growing shortage of people entering fields that require a strong background in technology, mathematics and science. Some studies indicate that not enough students K-12 understand the career opportunities ruled out by not taking advanced courses in technology, math and science. National Engineers Week is all about helping students and their parents/guardians realize the rich diversity of choices made accessible through engineering and helping kids discover that they can be engineers.

Vitality and diversity will be front and center for **National Engineers Week (February 16-22, 2003)** [<http://www.eweek.org>] with the launch of The New Faces of Engineering, a program that will spotlight the outstanding contributions of America's youngest professional engineers. This initiative is sponsored by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) and Lockheed Martin, both co-chairs of National Engineers Week. ASHRAE president Donald Colliver explained, "We want to provide stimulation and incentive for college students...New Faces will reflect the broad spectrum of engineering today, including women and underrepresented minorities, and let the next generation of engineers 'see' where their degrees might take them." While "New Faces" is designed to reach young adults in engineering schools, National Engineers Week organizers recognize that before someone gets to the point of entering college to pursue that career path, they must first be convinced to consider engineering as a career. To that end, they have programs for every age group.



with students in grades 1-6. It is based on the popular PBS television show ZOOM produced by WGBH, Boston. Last year, Girl Scouts USA used ZIE for summer camps and the US

Zoom™ into Engineering (ZIE), [<http://www.eweek.org/site/Engineers/zoom.shtml>] is a volunteer program that supports engineers working

Conference of Mayors adopted ZIE within its "Cities United for Science Progress" program. More than 5,000 people—students and their parents/guardians—attended the Zoom into Engineering Family Festival at the National Building Museum in Washington, D.C. last February.



Also returning is **Introduce a Girl to Engineering Day** [<http://www.eweek.org/site/News/Eweek/girlsday.shtml>]. Since its inception in 2001, an estimated two million girls have had a chance to experience engineering firsthand through personal contact with engineers, particularly with women engineers. Last year 110 organizations participated in activities ranging from a "role model" luncheon for 21 high school girls in Bartlesville, OK to a NASA sponsored engineering confab for 80 young women in Huntsville, AL.



The enormously popular **National Engineers Week Future City Competition™** [<http://www.futurecity.org/>] returns for its 11th year. Having reached more than 30,000 middle school students from 950 schools in 29 regional competitions in 2002, Future City has firmly established itself as one of the nation's largest engineering education programs and one of the most successful educational outreach programs of any kind. Future City asks students, working under the guidance of teachers and volunteer engineers, to build computer and three-dimensional scale models of cities of tomorrow. Students defend their designs before a panel of engineer judges at the competition, and research and write essays. Registration for the 2003 competition is already closed, but check out their web site so that you can participate in 2004.



The DiscoverE [<http://www.eweek.org/site/DiscoverE/index.shtml>] K-12 outreach program continues to provide innovative materials and programs to engineers and young students. Through this program, thousands of engineers visit classrooms and support extracurricular programs reaching more than five million students and teachers annually.



National Engineers Week has something for the big kids, too. Besides student outreach, there is the unique online "Sightseers Guide to Engineering" [<http://www.engineeringsights.org/>]. The site celebrates engineering marvels from the spectacular to the mundane in all 50 states. Visitors with ideas for other possible engineering "sights" can submit additional entries.

National Engineers Week is not just seven days in February. It is a rich resource for teachers and students and although its activities culminate in late winter, its classroom support is available year round. If you haven't participated because you simply didn't know where or when to start, get on the Internet right now [<http://www.eweek.org/site/Teachers/index.shtml>]. Today is a perfect day to begin. ●

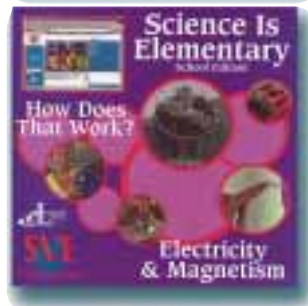
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E-Learning Modules or "eLMods" integrate core classroom material with solid Internet content, high-quality video and audio, quizzes, and interactive text. Developed in response to customer requests for Internet-based learning that works within technology limitations, eLMods allow students to access rich media without a high-bandwidth connection.

ELMods work by taking the core content of the program and delivering it from a CD-ROM for use on an individual computer or loaded onto a network for school-wide use. This content, which would normally need a high-bandwidth connection, is then

readily available for use through a familiar browser interface. If the user has an Internet connection, he or she can take advantage of enhanced features, such as approved Web resources, online encyclopedia content, and extended worksheets and activities.

All programs include an assessment function with pre- and post-use tests to help track students' mastery of the topics, a custom presentation feature to allow teachers to segment and personalize programs, and a powerful searching function that locates information in video lessons, the encyclopedia, and quizzes.

Science Is Elementary: Electricity & Magnetism eLMod explores the major concepts of electricity by explaining the atom and the flow of electrons and shows the relationship between magnets and electricity.

Science Is Elementary: Simple Machines eLMod discusses how the wheel, level, axle, and pulley are fundamental components to machines used today and examines the plane, wedge, and screw.